

FOR CORNERSTONE ONDEMAND

GOOGLE ANALYTICS & TAGS

APRIL 2026

OVERVIEW

How to enable Google Analytics/Tags in your CSOD portal

We will share these steps via our website after this call

Future webinar that dives more deeply into how you can use Analytics/Tags

If you have issues/would like help setting this up, please reach out.

<https://www.dxchcm.com/contact>

WHY...WELL YOU CAN'T IMPROVE ON WHAT YOU DON'T KNOW!



**Do you know how
your users are
interacting with
content?**



**Are you measuring
engagement?**



**Do you have a
metrics strategy?**



**Can you measure
the effectiveness of
change?**

TOOLKIT



- **Suite of self-serve reporting tools and visually rich executive dashboards**



- **Track and report statistics of traffic to a website**
- **Many metrics of usage available by default**



- **All of Google Analytics +**
- **Allows you to add "tags" to capture specific events/triggers to measure specific items**

GOOGLE ANALYTICS - REPORTS

The screenshot displays the Google Analytics Reports interface. On the left is a navigation sidebar with categories like Acquisition, Engagement, Monetization, Retention, and User. The main content area features several key reports:

- Summary Metrics:** Active users (153, ↓ 29.8%), Event count (694, ↓ 33.6%), and Engagement rate (21.4%, ↓ 4.8%).
- Line Chart:** Shows trends for 'Last 7 days' (solid blue line) and 'Previous period' (dashed blue line) from April 13 to 19.
- ACTIVE USERS IN LAST 30 MINUTES:** A bar chart showing 6 active users.
- ACTIVE USERS PER MINUTE:** A bar chart showing user activity over time.
- COUNTRY:** A horizontal bar chart showing 6 active users from the United States.
- Views by Page title and screen class:** A table listing views for various page titles and screen classes.
- World Map:** A geographical map showing user activity across different countries.
- Event Count:** A list of event names and their respective counts.
- Bar Chart:** A horizontal bar chart showing event counts for the United States, Italy, and China.

Buttons for 'View pages and screens', 'View realtime', and 'View user acquisition' are visible throughout the interface.

PAGE TITLE AND SCREEN CLASS	VIEWS
	485
	340
	109
	51
	17
	16
	13

EVENT NAME	COUNT
page_view	492
session_start	296
first_visit	103
scroll	43
user_engagement	18
file_download	17
form_start	15

BEST PRACTICES

A Google account is necessary and requires sharing user activity data with Google

Recommended to have company IT/consent/other approval for data sharing

Google mandates no sending of personally identifiable information (PII)

Extend GA4 data retention from the default 2 months to 14 months for detailed user/event analysis

Google analytics is "free" up to a certain volume/retention period – there are paid offerings also

GOOGLE SETUP

Google Setup

GOOGLE'S MARKETING PLATFORM

Google Analytics and Google Tag Manager are part of Google's Marketing Platform. Data collection is vital to gain insights on the Cornerstone platform.

Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring

Complete information

Understand your site and app users to better check the performance of your marketing, content, products, and more.

Get insights only Google can give

Access Google's unique insights and machine learning capabilities to make the most of your data.

Connect your insights to results

Analytics works with Google's advertising and publisher products, so you can use your insights to deliver business results.

[Learn more about Google Analytics](#)



Google Analytics

CREATE ACCOUNT

<https://analytics.google.com/>

Begin with an analytics account setup

Suggested Account Name

“Company Name”

Your current Google account can work, but it's best to verify with your IT department for best practices.

Analytics

1 Account creation 2 Property creation 3 Business details 4 Business objectives

Create an account

Create an Analytics account to collect and organize data. Accounts can access multiple data sources, using one or more measurement IDs.

Account details

Account name (Required)
Accounts can contain more than one measurement ID.

Company Name

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect with Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

- Google products & services**
Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that work better for our customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, your data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.
- Modeling contributions & business insights**
Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute aggregated measurement data. The data you share (including information about the property from which the data is shared) is aggregated and de-identified before being used to generate business insights. [Show Example](#)
- Technical support**
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.
- Recommendations for your business**
Give Google access to your Google Analytics account data, including account usage and configuration data, product spending, and users associated with your Google Analytics account, so that Google can help you make the most of Google products and services by providing you with insights, offers, recommendations, and optimization tips across Google Analytics and other Google products for business.

Learn how Google Analytics [safeguards your data](#).

By using Google Analytics you agree to the [Google Analytics Terms of Service](#).

Next

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Google Analytics

CREATE PROPERTY

<https://analytics.google.com/>

Input demographics for your data stream and relevant time zone

Suggested property name is

"Company" CSOD Container

Set location and time zone

Currency is required, but generally not used for CSOD

Analytics

Account creation

Property creation

Business details

Business objectives

Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

Property details

Property name (Required)
Company CSOD Container

Reporting time zone ⓘ
United States (GMT-04:00) New York Time

Currency
US Dollar (\$)

You can edit these property details later in Admin

Back Next

Google Analytics

SETUP DATA STREAM

Update your business description for understanding your expected engagement results.

This information is for Google to understand your business needs

The screenshot shows the Google Analytics setup wizard interface. At the top, there's a progress bar with five steps: 1. Account creation, 2. Property creation, 3. Business details (highlighted), 4. Business objectives, and 5. Data collection. Below the progress bar, the main heading is "Describe your business" with a sub-heading "Help us better understand your business by answering the following. Your input helps improve Google Analytics." The main content area is a form titled "Business details" containing two sections: "Industry category (Required)" with a dropdown menu showing "Select one", and "Business size (Required)" with four radio button options: "Small - 1 to 10 employees", "Medium - 11 to 100 employees", "Large - 101 to 500 employees", and "Very Large - 501+ employees". At the bottom of the form are "Back" and "Next" buttons. An orange arrow points from the left text towards the "Business details" form.

Google Analytics

SETUP DATA STREAM

This information let's Google know the purpose for collecting data to help design engagement reports

The screenshot shows the 'Business objectives' step in the Google Analytics setup process. At the top, a progress bar indicates the current step is 4 out of 5, with steps labeled: Account creation, Property creation, Business details, Business objectives, and Data collection. The main heading is 'Choose your business objectives'. Below this, a sub-heading explains: 'To get recommendations personalized for your business, select the objective most relevant to you. You can select more than one objective, but a maximum of two is recommended.' There are five objective options, each with an icon, a description, and a checkbox:

- Generate leads** (with a help icon): Measure actions that indicate potential customers, such as completing contact form or requesting a quote.
- Drive sales**: Analyze and optimize sales and any financial transactions on your website or app.
- Understand web and/or app traffic**: Measure your website or app visitors and the channels that drive their visits. (An orange arrow points to this option from the left.)
- View user engagement & retention**: Learn how people explore the products or services on your website or app.
- Other business objectives**: If your business is in a category not listed above.

At the bottom, there are two buttons: 'Back' and 'Create'.

Google Analytics

BEGIN DATA COLLECTION

This step, select Web.

Enter the Stream URL

Enter a Stream Name

For now, skip test setup

With your analytics setup, Google will generate a measurement id for placement within Google Tag Manager. Typically looking for a G-xxxxxxxxxx ID.

The screenshot shows the 'Set up data stream' form. The 'Website URL' field is set to 'https://' and 'sandbox-stg.csod.com'. The 'Stream name' field is set to 'sandbox-stg'. The 'Enhanced measurement' toggle is turned on. The 'Measuring' section shows 'Page views', 'Scrolls', and 'Outbound clicks' selected, with a '+ 4 more' link. An orange arrow points to the 'Website URL' field, and another orange arrow points to the 'Stream name' field.

The screenshot shows the 'Web stream details' page. A green banner at the top indicates 'Data collection is active in the past 48 hours.' Below this, the 'Stream details' section shows the following information:

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
sandbox-stg	https:// sandbox-stg.csod.com/	143XXXXXXXXX	G-XXXXXXXXXX

An orange arrow points from the 'STREAM ID' to the 'MEASUREMENT ID'. Below the stream details, the 'Events' section shows 'Enhanced measurement' turned on, and 'Measuring' section with 'Page views', 'Scrolls', and 'Outbound clicks' selected, and a '+ 4 more' link. There are also links for 'Modify events' and 'Create custom events'.

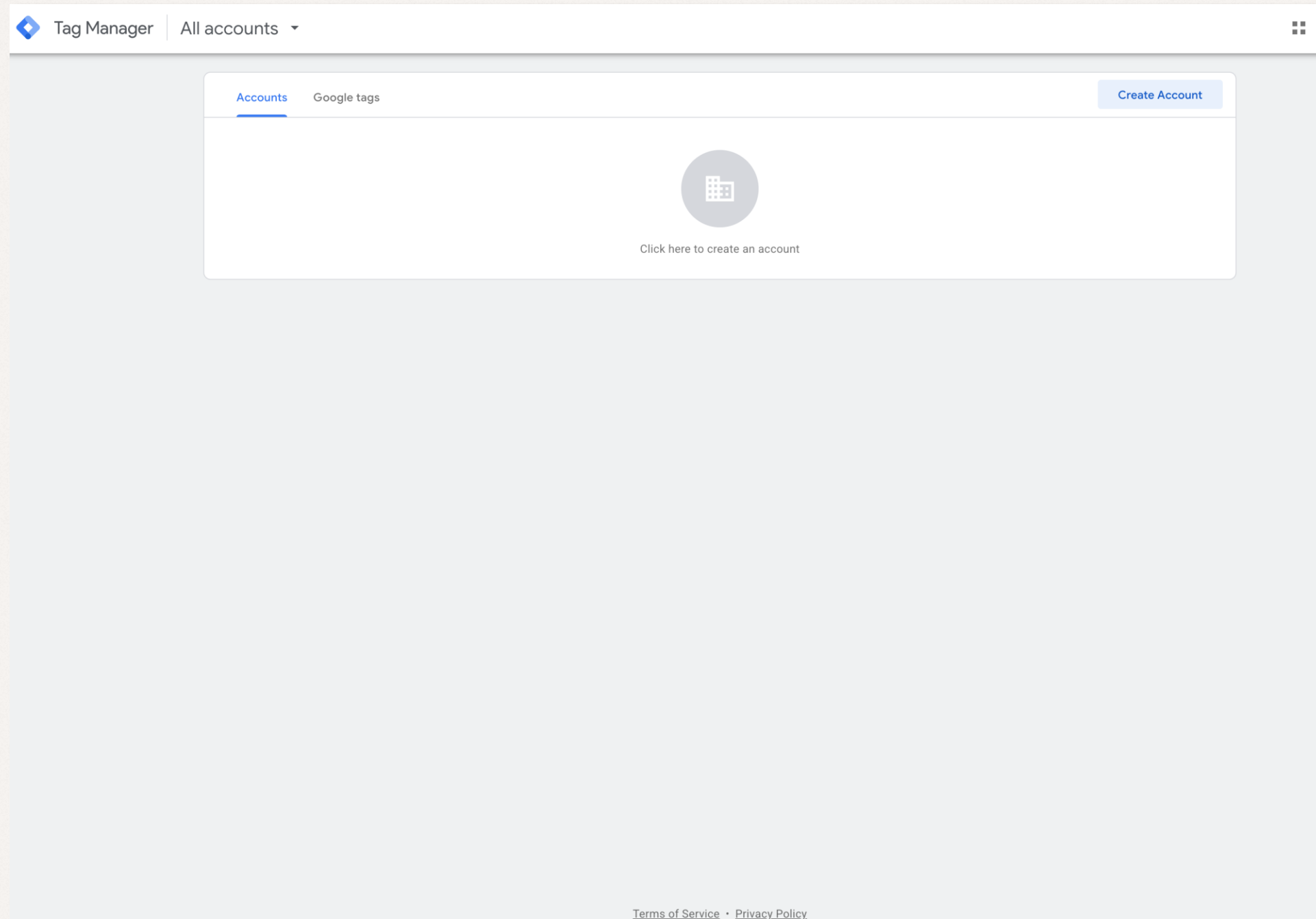
Google Tag Manager

GTM ACCOUNT SETUP

<https://tagmanager.google.com/>

Tag Manager setup for collecting data for your Google Analytics data stream.

Create Account for Tag Manager



Google Tag Manager

GTM ACCOUNT SETUP

<https://tagmanager.google.com/>

Tag Manager setup for collecting data for your Google Analytics data stream.

You need one account and container Later you can add multiple containers to an account for Production, STG or Pilot environments

It's recommended to do initial setup in Pilot or STG.

Tag Manager

Account Setup

Account Name

sandbox-stg-gtm

Country

United States

Share data anonymously with Google and others

Container Setup

Container name

stg environment

Target platform

<input checked="" type="checkbox"/>	Web For use on desktop and mobile web pages	✓
<input type="checkbox"/>	iOS For use in iOS apps	
<input type="checkbox"/>	Android For use in Android apps	
<input type="checkbox"/>	AMP For use in Accelerated Mobile Pages	
<input type="checkbox"/>	Server For server-side instrumentation and measurement	

Create Cancel

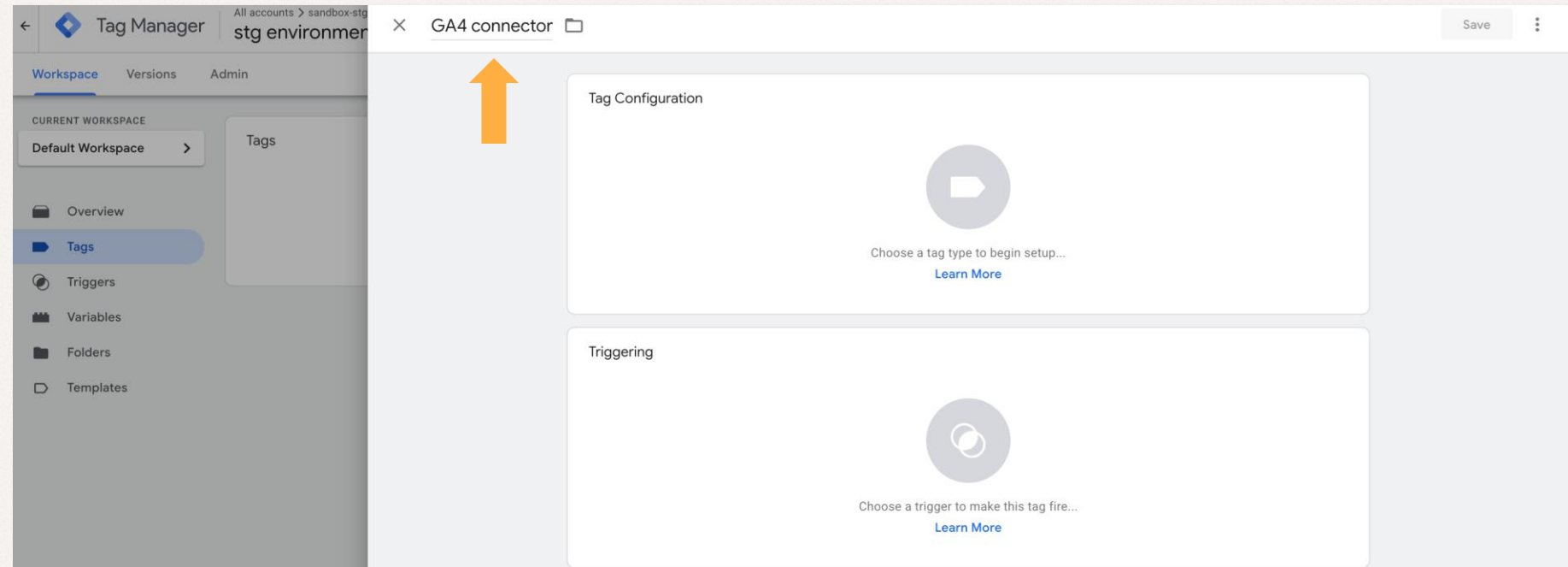
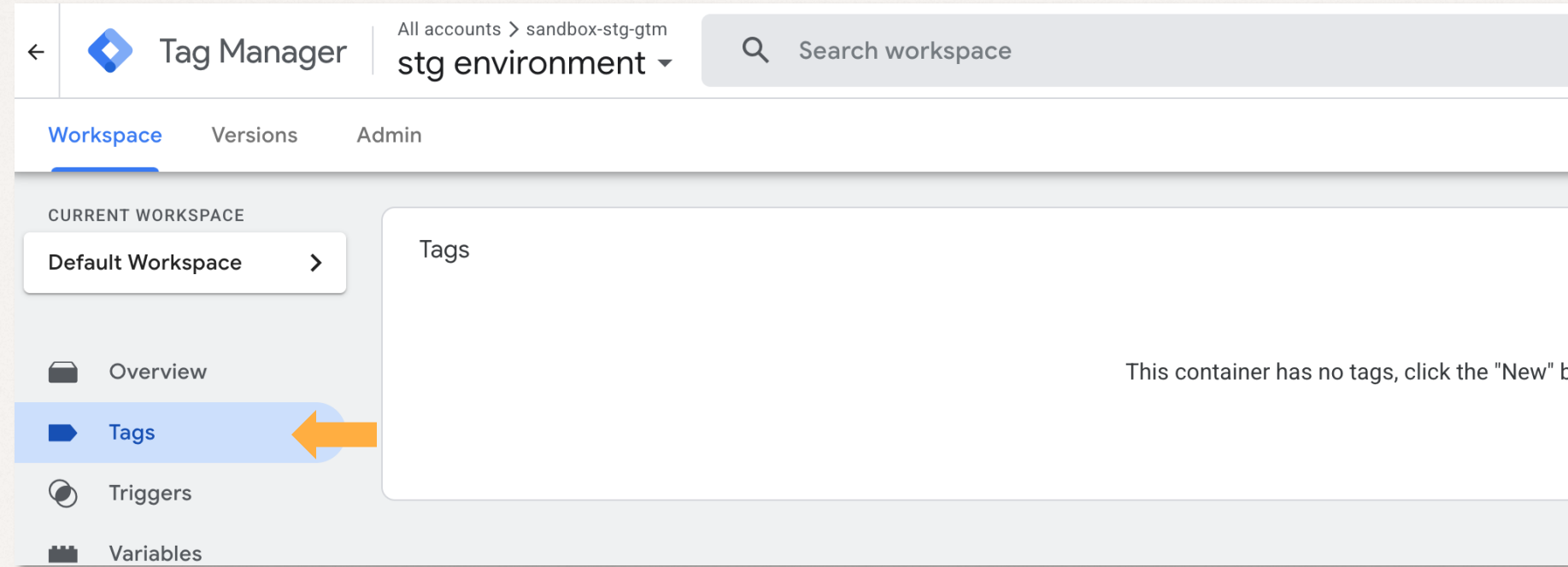
Google Tag Manager

GTM ACCOUNT SETUP

<https://tagmanager.google.com/>

Select Tags to create a Google Analytics connector

Tag name suggestion, GA4 connector



Google Tag Manager

ANALYTICS EVENT TAG

<https://tagmanager.google.com/>

Tag configuration, Google Analytics then
select Google Analytics: GA4 Event

Choose tag type

Discover more tag types in the Community Template Gallery

Featured

- Google Analytics
- Google Ads
- Floodlight
- Google Tag
Google
- Conversion Linker
Google
- Featured Community CMP Templates
Discover featured CMP templates that deeply integrate with GTM's consent configuration

Google Analytics

Use the **Google Tag** and **Google Analytics: GA4 Event** tag together to enable measurement for Google Analytics 4. [Learn more](#)

Google Tag
Load the Google tag associated with your Google Analytics stream

Google Analytics: GA4 Event
Send an event to GA4

Google Tag Manager

ANALYTICS EVENT TAG

Create an event GA4 event tag. Use your GA Measurement ID.

Input {{Event}} for Event Name or select Event from icon menu

Setup triggering for Initialization – All Pages

This will send the events from your Tag Manager events to your Google Analytics data stream

The screenshot displays the Google Tag Manager interface for configuring a tag. The browser tab is titled "GA4 connector". The "Tag Configuration" section is active, showing the following details:

- Tag Type:** Google Analytics: GA4 Event (Google Analytics)
- Measurement ID:** G-XXXXXXXXXX. A warning message states: "No Google tag found in this container. [Learn more](#)". A "Create tag" button is visible.
- Event Name:** {{Event}}. An icon menu is open, and an orange arrow points to the "Event" option.
- Event Parameters:** (Collapsed)
- User Properties:** (Collapsed)
- More Settings:** (Collapsed)
- Advanced Settings:** (Collapsed)

The "Triggering" section is also visible, showing a firing trigger:

- Firing Triggers:** Initialization - All Pages (Initialization)

Orange arrows highlight the "Event" selection in the Event Name field and the "Initialization - All Pages" trigger.

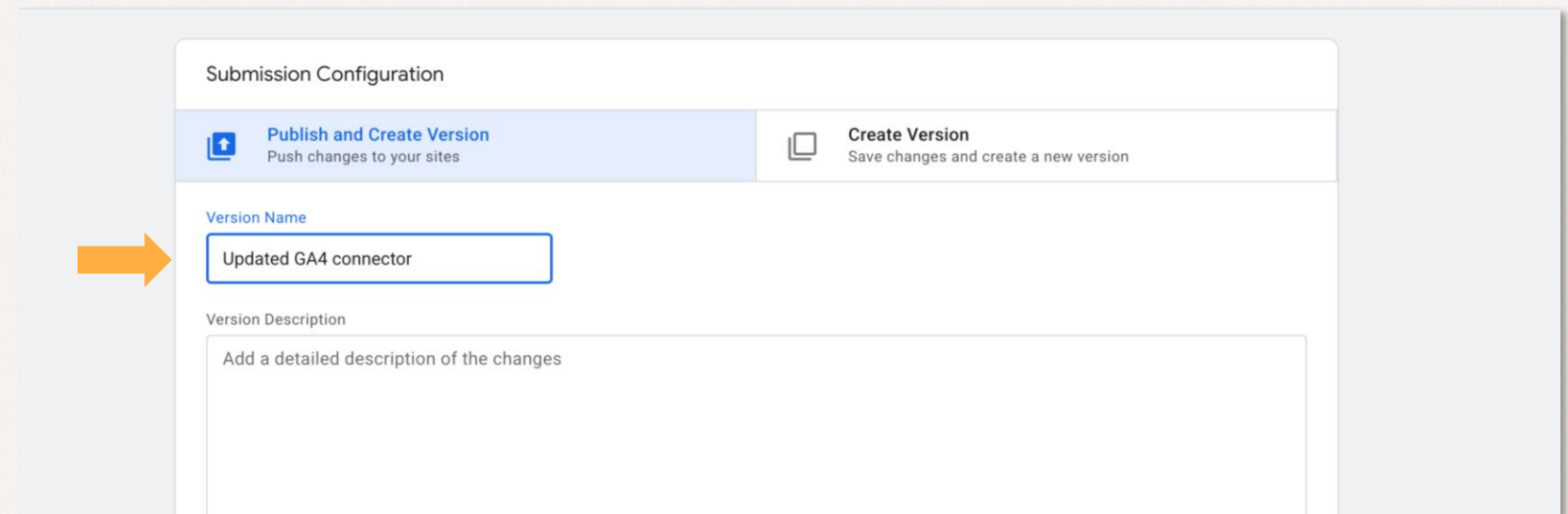
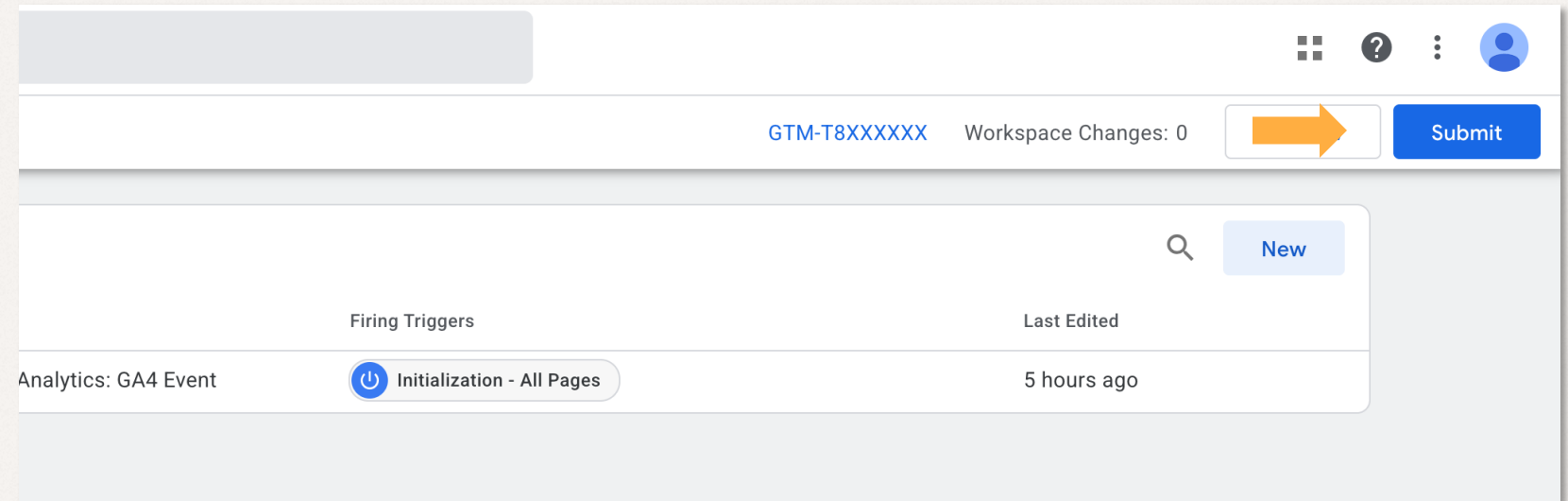
Google Tag Manager

PUBLISH GOOGLE TAG

Publish your Google Tag. Click Submit button in top right corner of interface

A Version Name is required as Google allows for tracking and reverting changes

Your Tag Manager ID is available inside the interface, the GTM-XXXXXXXX

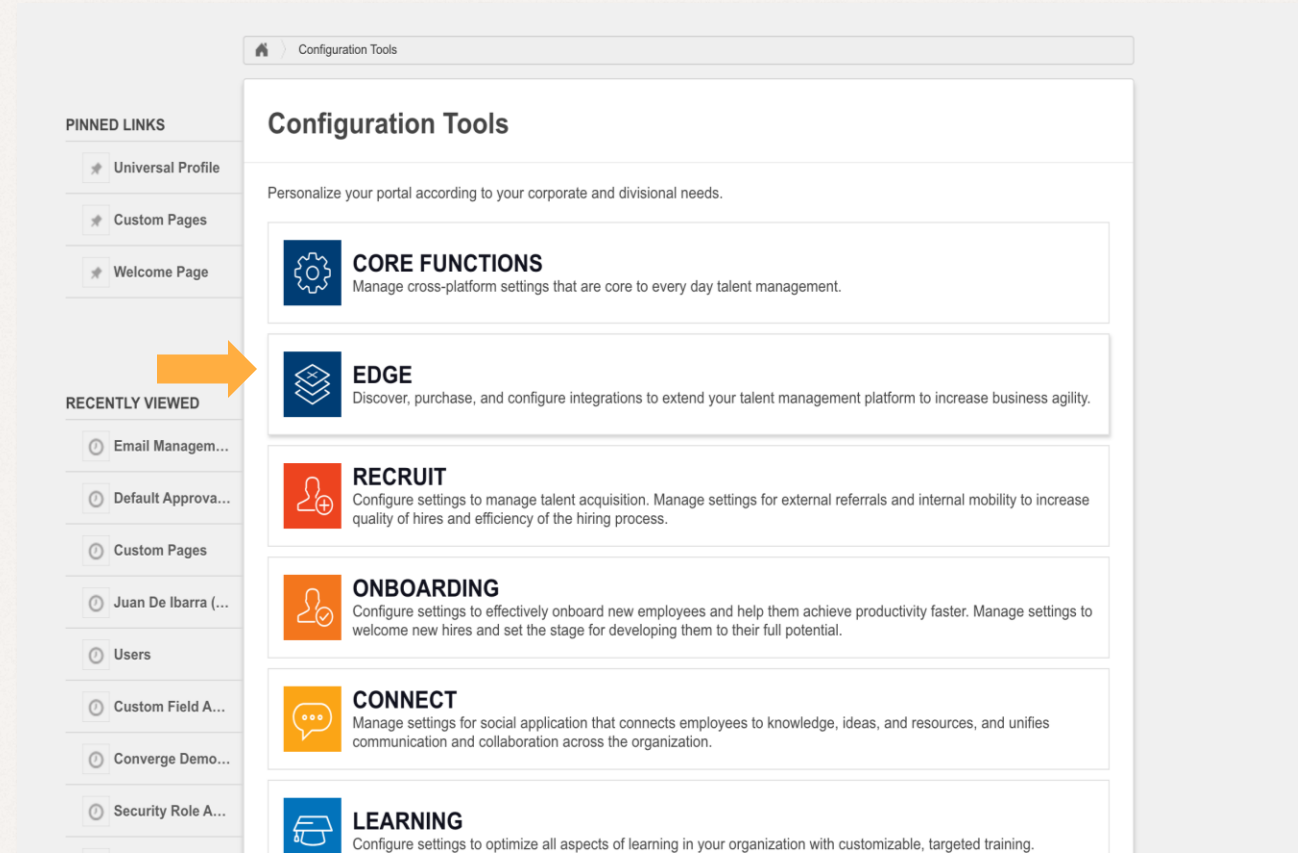


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TAG INTEGRATION

In your CSOD portal, navigate to Admin > Tools > Edge > Integrations

NOTE: If you do not see Google Tag Manager in the "Integrations" screen, just create a GCS ticket for CSOD to turn on. GTM is a free system feature



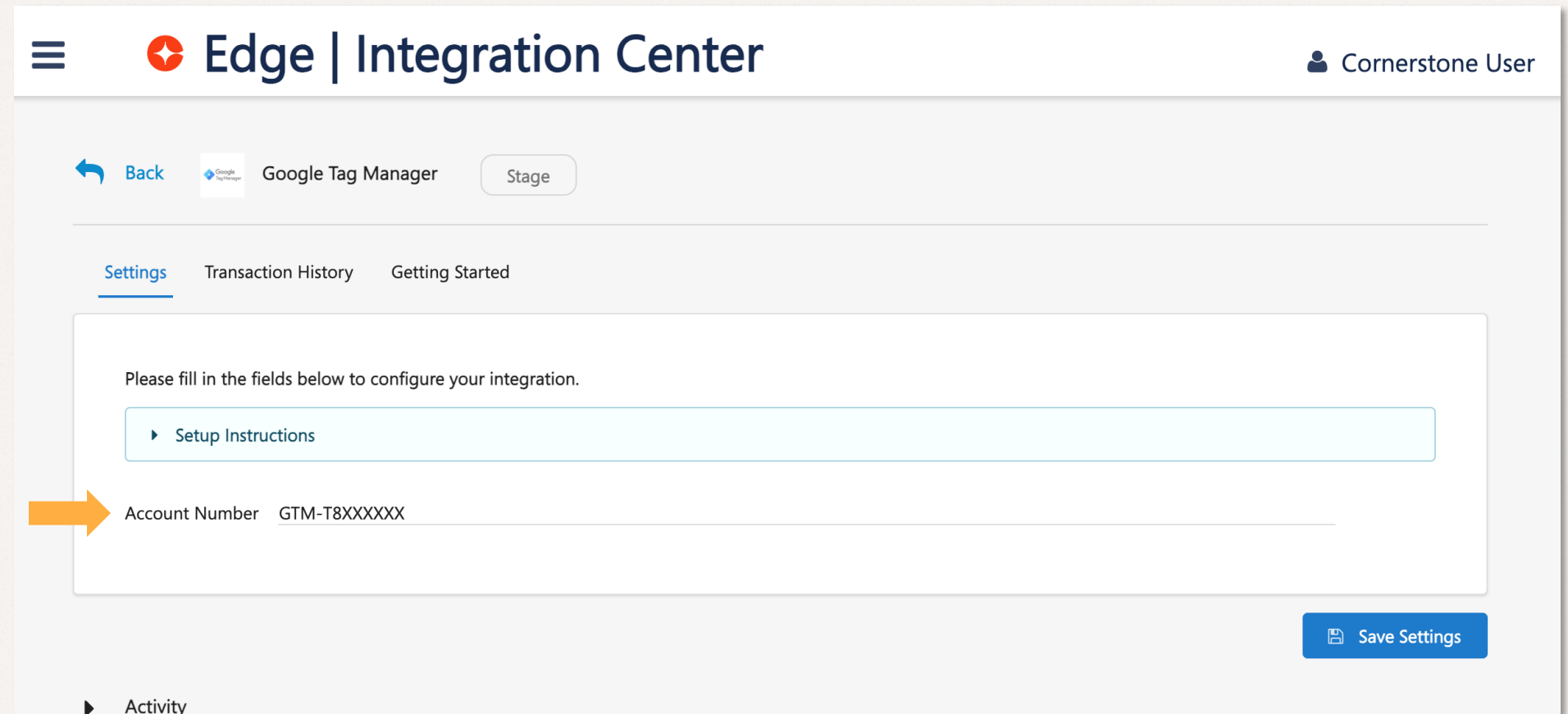
Cornerstone OnDemand

TAG INTEGRATION

CSOD allows you to input your Google Tag Manager account ID for sharing the data to Google.

Save settings.

NOTE: It can take up to 48 hours to see data flow through to Google Analytics from this placement



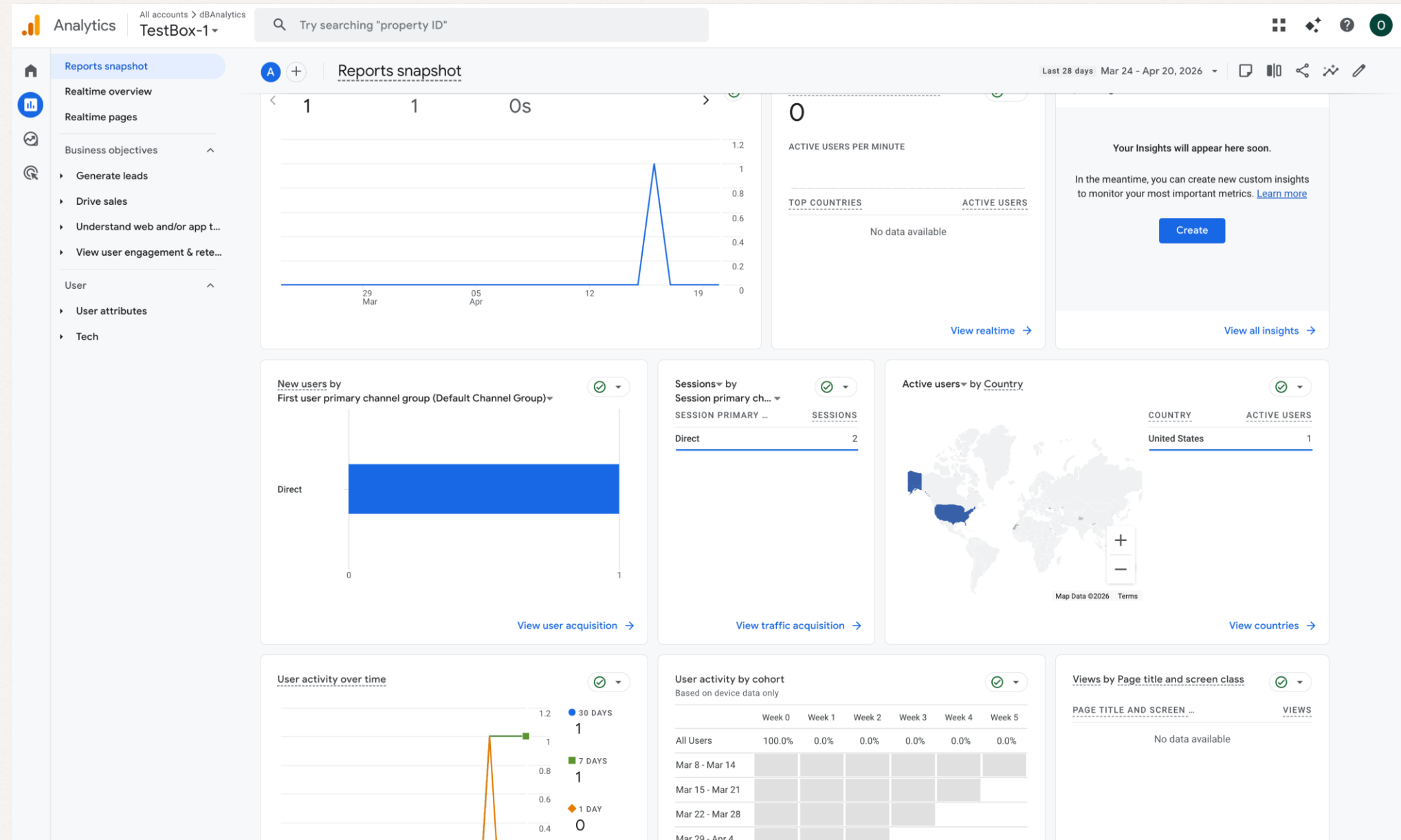
The screenshot shows the 'Edge | Integration Center' interface. At the top, there is a navigation bar with a hamburger menu icon, the 'Edge | Integration Center' title, and a user profile icon labeled 'Cornerstone User'. Below the navigation bar, there is a breadcrumb trail: 'Back' (with a left arrow icon), 'Google Tag Manager' (with a small GTM icon), and 'Stage' (in a rounded button). The main content area has three tabs: 'Settings' (active, underlined), 'Transaction History', and 'Getting Started'. A large white box contains the following text: 'Please fill in the fields below to configure your integration.' Below this text is a light blue button labeled 'Setup Instructions'. Underneath the button is a text input field labeled 'Account Number' with the value 'GTM-T8XXXXXX'. An orange arrow points to the 'Account Number' label. At the bottom right of the white box is a blue button labeled 'Save Settings' with a save icon. At the bottom left of the page, there is a link labeled 'Activity' with a right-pointing arrow icon.

Google Analytics

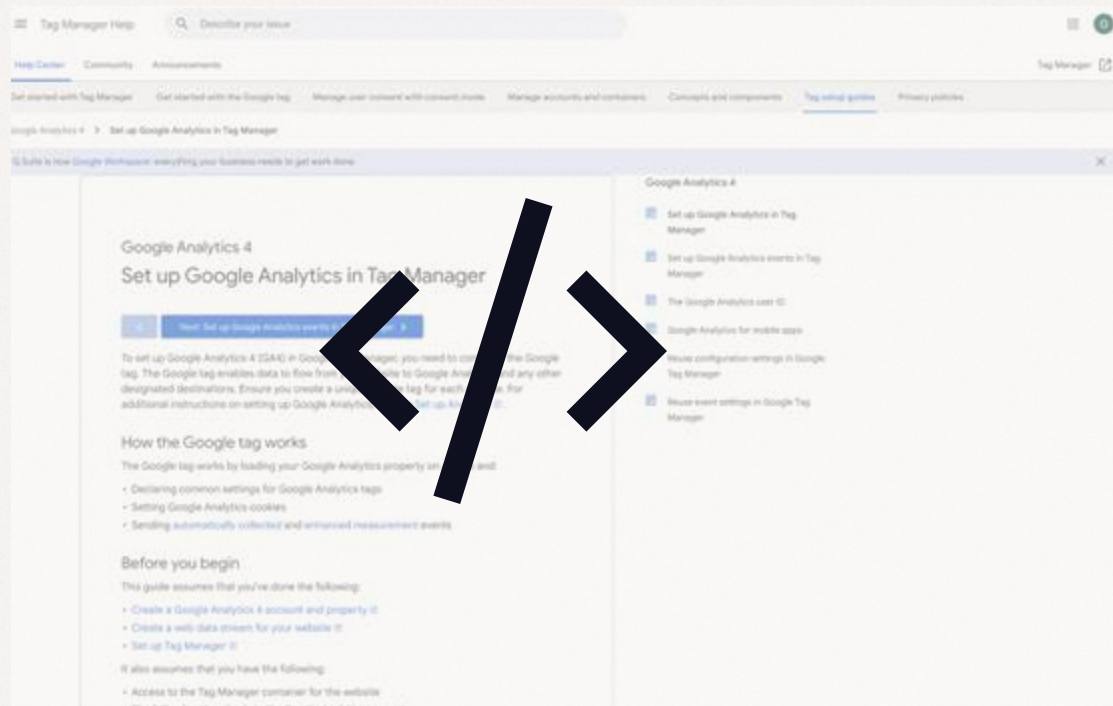
VERIFY DATA STREAM

Data collection can take up to 48 hours, but be sure to verify your configuration by checking Google Analytics. You can check result reports

You can build reports or choose Google's default reports.



REFERENCE LINKS



Google

[Set up your Google tag in Google Tag Manager](#)

[Set up Google Analytics in Tag Manager](#)

Cornerstone Help

[CSOD Google Tag Manager Integration](#)

[Integration Guide](#)

